DOCUMENT RESUME

ED 082 222 CS 200 708

AUTHOR Dary, David A.
TITLE A Survey of Broadcast Journalism Education.
PUB DATE Aug 73
NOTE 13p.; Paper presented at the Annual Meeting of the Association for Education in Journalism (Ft. Collins, Colo., Aug. 19-22, 1973)

EDRS PRICE MF-$0.65 HC-$3.29
DESCRIPTORS Attitudes; Broadcast Industry; Courses; Educational Attitudes; Higher Education; *Journalism; News Media; *Professional Personnel; Questionnaires; *Radio; Surveys; *Teacher Attitudes; *Television
IDENTIFIERS *Broadcast Journalism

ABSTRACT

A survey of the membership of the radio-television division of the Association for Education in Journalism revealed professional and academic backgrounds, broadcast industry affiliations, and attitudes toward broadcast education and the news media. Of those responding to questionnaires, almost all were teachers in higher education who had had about seven years of broadcast news work experience during their careers. The "typical" respondent was male, 37 years of age, a full-time teacher with earlier broadcast work experience, and one who believes that television news, especially CBS evening news with Walter Cronkite, is doing a "good job" as compared to radio. This "composite" respondent considers his teaching role as primary in importance and research or service to the profession as secondary. He also is able, for the most part, to use actual broadcast facilities within the content of his academic courses. (CH)

FILMED FROM BEST AVAILABLE COPY

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ED 082222

A SURVEY OF BROADCAST JOURNALISM EDUCATION

By David A. Dary

University of Kansas

"PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL HAS BEEN GRANTED BY
David A. Dary
TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER."

Presented at the Convention of the Association for Education in Journalism, Radio-Television Division, at Ft. Collins, Colorado, August, 1973.

CS 200 708

This is a report on a study of the membership of the Radio-Television Division of the Association for Education in Journalism. It concerns their professional and academic backgrounds, their present professional contacts and some of their attitudes toward the profession of Broadcast Journalism. It is thus addressed to various relationships between educators in a professional discipline and the profession of which most of them have been members. Other information is also presented.

(Note: A similar study was conducted in 1969 by Vernon Stone of the University of Wisconsin. His study, Broadcast News Educators and the Profession, was presented at the convention of the Association for Education in Journalism, Radio-Television Division, at Berkeley, California, August, 1969, and later published in Journalism Quarterly, Spring, 1970. The results of Dr. Stone's study, where applicable, are compared to the results of the study reported here.)

METHOD

The study is based on the results of three questionnaires mailed to Division members during late 1972 and early 1973. The first questionnaire was designed to provide biographical material for a Division directory compiled by the author. The second questionnaire sought information on attitudes and practices not covered in the directory inquiry. The third questionnaire was designed to obtain information related to the outlines and descriptions of broadcast news courses currently being taught by Division members. This information was placed in booklet form and distributed to Division members in May 1973.

Each questionnaire was mailed to the Division membership then numbering 115 persons. Seventy members (61 %) responded to the biographical questionnaire, 70 members (61 %) responded to the attitudes and practices

questionnaire and 36 members (33 %) at 35 colleges and universities responded to the third questionnaire requesting outlines and descriptions of broadcast news courses which were then being taught. (Note: In the study by Stone (1969) only two questionnaires were mailed to members. Seventy-one per cent responded to the biographical questionnaire, while 79 % responded to the attitudes and practices questionnaire.)

RESULTS

Professional Background

Most of the Division members (66 of 70 responding or 94 %) have had full-time professional experience in broadcast news or a related area of the journalism media. (Only 76 % of the members held such jobs in 1969, according to the Stone study.) The median is about seven and one-half years. (The median was five years in the Stone study.) The breakdown is:

2 years or less.....11

3 to 5 years.....14

6 to 10 years.....15

11 to 15 years.....10

16 to 20 years.....10

21 years or more..... 6

Of the 66 members reporting past professional experience, 50 (75 %) reported full-time experience in radio, 40 (60 %) in television, 27 (40 %) in newspapers, 5 (8 %) with wire services, 3 (5 %) in magazines and 2 in public relations work (3 %). Of the 66 members responding, 49 reported experience in two or more of the above mentioned areas.

A comparison of these figures to those obtained by Stone:

Area of Experience	Stone (1969)	Dary (1973)
Radio	83 %	75 %
Television	71 %	60 %
Newspaper	36 %	40 %
Magazine	12 %	5 %
Wire Services	5 %	8 %
Public Relations	9 %	3 %

Academic Background

The highest degree held by 30 (43 %) of the 70 respondents to the biographical questionnaire is the master's. Twenty-nine (42 %) hold doctorates, while nine (13 %) list the bachelor's as their highest degree. One respondent did not provide degree information.

(Note: In the study by Stone (1969), the highest degree held by 51 % of the members was the master's. Forty-three per cent held doctorates.)

Of the Division members reporting, more hold advanced degrees from the University of Iowa than from any other school. A majority received their advanced degrees from Big Ten schools. Of 69 members providing degree information, the schools with three or more alumni in the Division were:

	Masters	PhD	Total
University of Iowa	8	8	16
University of Wisconsin	5	3	8
Columbia University	5		5
University of Michigan	3	2	5
University of Illinois	2	2	4
Ohio State	3	1	4
Northwestern	2	1	3

Twelve other schools each granted two degrees to Division members. The remaining schools (more than 30) granted one degree each. (Note: In the study by Stone, 59 members provided degree information. The 1969 breakdown was: Iowa - 18; Michigan State - 7; Illinois - 6; Syracuse - 5; Wisconsin - 5; Stanford - 4 and Columbia University - 3.)

Division Members' Ages

Of the 70 respondents to the biographical questionnaire, the highest percentage (32 %) is between 33 and 42 years of age. Next (27 %) is the 43 to 52-year-old age group. The median is 42 years of age. (Note: Ages were not considered in the 1969 study by Stone.)

Number of Respondents	% of Respondents	Age Range
13	18 %	23 - 32 years
23	32 %	33 - 42 years
19	27 %	43 - 52 years
8	11 %	53 - 62 years
4	5 %	63 - 73 years

Teaching

Of the 70 respondents to the biographical questionnaire, 63 (90 %) have full-time teaching experience. The range is from one to 40 years, but the median is about seven years. (Note: The median in the Stone study was six years.) The breakdown:

2 years or less - 12 (19 %)

3 to 5 years - 17 (26 %)

6 to 10 years - 14 (22 %)

11 to 15 years - 8 (12 %)

16 to 20 years - 4 (6 %)

21 to 25 years - 4 (6 %)

over 26 years - 4 (6 %)

Of the 70 respondents, only 30 (42 %) indicated that they were currently teaching radio and/or television news courses. Of the 30 teaching broadcast news, all but one reported that working broadcast news professionals appear regularly as classroom guest lecturers.

Using the 115 members' mailing addresses, including those of the 70 members responding to the biographical questionnaire, less than half indicated they were affiliated with a department or school with the word "journalism" in its title. Of the 115 members listed in the 1973 division directory, departmental affiliations are as follows:

	Dary (1973)	Stone (1969)
Journalism	42 %	58 %
Mass Communication or similar	17 %	19 %
Radio-TV-Film or similar	3 %	13 %
Speech (no RTVF label)	2 %	8 %
English	less than 1 %	2 %
Non-media affiliation	8 %	not reported
Affiliation unknown	27 %	not reported

Professional Relationships

Although most Division members left the newsroom totally for the classroom, 18 (25 %) of the 70 members responding to the attitudes and practices questionnaire indicated that they still work in radio and/or television news. Of the 18, 11 (61 %) work part time with commercial broadcast news operations. The remaining seven are directly involved in the daily news operations of the university or college radio and/or television stations. (Note: In the study by Stone (1969), 14 of 67

respondents (20 %) reported that they then worked part time in broadcast news.)

More than two-thirds of the members (53 of 70 responding) belong to Sigma Delta Chi, and almost half (31 of 70 responding) belong to the Radio Television News Directors Association. Twenty-four members reported belonging to other broadcast news, journalism and local press groups. Only ten (14 %) of those responding do not belong to any professional organization. (Note: In the Stone study, 12 % of the respondents did not belong to any professional organization.)

Thirty-six (51 %) of the 70 respondents reported that they had assisted the profession during the previous year either by appearing on a radio or television program, judging a news contest or performing some other service for a professional broadcast organization.

Laboratory Facilities

Of the 70 respondents to the attitudes and practices questionnaire, most of them -- 61 -- do at least part of their laboratory teaching in realistic surroundings. The percentages of the members using various outlets:

	Dary (1973)	Stone (1969)
Commercial stations (radio and TV)	51 %	56 %
Educational stations - school owned	65 %	58 %
Closed-circuit/campus only	48 %	63 %
Other including CATV	10 %	8 %
None	12 %	10 %

Forty-four of the 61 respondents (70 %) indicated they use more than one kind of outlet for their laboratory teaching.

Fifty-eight of the 70 respondents reported students enrolled in

in broadcast journalism (radio and television news) courses during the 1972-1973 school year. The numbers of students ranged from 5 to 200. (Note: These are not majors but simply students enrolled in broadcast news courses.)

Forty-nine of the 70 respondents reported that some of their students were holding full-time or part-time jobs with local radio and/or television stations. Forty of the 70 respondents reported the existence of semester and/or summer broadcast news internships ranging in number from one to 20 per school.

Viewing Themselves

Division members were asked which they feel closer to professionally -- newspaper reporters and editors or television producers and directors. The intent of the question was to gauge whether the members see themselves as newsmen first and broadcasters second or vice versa. Thirty-five of the 70 members (50 %) responding to the question said they feel closer to newspaper reporters and editors, while 31 members (44 %) said they feel closer to TV producers and directors. This may indicate that there is slightly more interest on the part of the responding members in the editorial content of broadcast news programs than in the presentation factors and theatrical aspects.

(Note: In the study by Stone (1969), 32 of 66 responding (48 %) said they felt closer to newspaper reporters and editors, while the other 34 (51 %) felt closer to TV producers and directors.)

Viewing Professionals

What kind of jobs do the Division members see today's professionals doing? The rating: network TV news, good; network radio news, only

fair to good; local radio news, poor to fair; local TV news, only fair. The full set of responses:

	Poor	Fair	Good	Excellent	Total Responding
Network TV news	3	10	34	21	68
Network Radio news	7	25	25	10	67
Local Radio news (nationally)	22	29	13	2	66
Local TV news (nationally)	12	36	18	--	66

(Note: In comparing the results of Stone's 1969 study to those above, the views of responding members have not changed significantly regarding network and local TV news and network radio news. Responding members' views have, however, changed regarding local radio news. Members in 1973 believe that local radio news nationally is poorer than did members responding to the 1969 study by Stone.)

Members were asked to indicate which of the three week night network television news program they preferred watching and to rank all three. A clear majority prefer CBS with NBC and ABC in second and third places respectively. The responses:

	ABC	CBS	NBC	Number of Respondents
First choice	8	43	16	67
Second choice	24	12	20	56
Third choice	22	6	28	56

(Note: This question was not included in the 1969 study by Stone.)

Role of AEJ and Radio-Television Division

Members were asked what emphasis they felt the Radio-Television Division of AEJ should place on teaching, service and research. The results

Frequencies by ranks in comparison to the Stone study:

	Membership		Service		Research		Number of Respondents	
	Dary 1973	Stone 1969	Dary 1973	Stone 1969	Dary 1973	Stone 1969	Dary 1973	Stone 1969
First choice	[illegible]	5	7	5	10	6	69	66
Second choice	[illegible]	7	26	13	27	46	66	66
Third choice	4	4	33	43	29	14	66	66

Sixty of the 70 respondents (85 %) to the directory questionnaire listed research interests. While many of the members' research interests overlapped, radio and television, as might be expected, was listed by 29 members. Placing members' research interests into four categories and comparing them to the 1969 study interest reports:

	Dary (1973)	Stone (1969)
Radio-Television	29	33
Historical	20	6
Behavioral	15	19
International	3	12

Thirty-six of the 70 respondents also reported membership in other AEJ divisions. Mass Comm and Society was first with 15 members. Theory and Methodology, International, Newspaper and History tied for second with 10 members each. The breakdown and comparison:

	Dary (1973)	Stone (1969)
Mass Comm & Society	15	12
Theory & Methodology	10	14
International	10	14
History	10	6
Newspaper	10	6
Minorities	5	not reported

Photojournalism, Public Relations and Magazine each had three members in the 1973 study, Advertising, High School and Graphic Arts two and Junior College one.

Survey of Broadcast Journalism Courses

The 115 members of the Radio-Television Division of AEJ represent 70 colleges and universities. Yet only 38 members (33 %) at 35 colleges and universities responded to the third questionnaire requesting outlines and descriptions of broadcast news cources. These 38 members provided course outlines and descriptions of 87 specialty courses directly concerned with radio and/or television news, and credited 53 persons including some non-division members with teaching the courses. Basic journalism courses such as reporting, editing, writing and so forth were not included.

Of 35 colleges and universities responding, those offering three or more courses in radio and/or television news or directly related to broadcast news were as follows:

College or University	Number of Specialty Courses Offered
Marquette	5
University of Wisconsin-Milwaukee	5
University of Kansas	5
Indiana University	5
University of Wisconsin-Madison	4
University of Utah	4
West Virginia University	4
Northwestern	4
American University	3
California State University-San Jose	3

College or University	Number of Specialty Courses Offered
California State University-San Diego	3
Iowa State	3
University of Minnesota	3
University of Nebraska	3

The remaining colleges and universities offered one or two courses in broadcast news (specialty category).

SUMMARY

The results of this study sketch what might be labeled as the "composite Radio-Television Division member." He (67 of the 70 respondents were male) has about seven years of professional experience in the media, most likely radio and/or television. He has at least a master's degree, perhaps a PhD. He is between his early 30's and early 40's -- about 37 -- and has been involved in full-time teaching for about seven years. He is most likely affiliated with a department or school of journalism and does maintain his professional ties through Sigma Delta Chi, the Radio Television News Directors Association and local broadcast journalists.

The composite member has most likely judged a broadcast news contest or spoke in public regarding broadcast journalism. He makes use either of university or local and area commercial broadcasting facilities as a working laboratory for his students, most of whom concentrate on broadcast news. He may place a handful of students in semester-long or summer internships in local or area commercial stations.

When the composite member watches today's professionals on television, he usually chooses the "CBS Evening News with Walter Cronkite" over NBC and ABC network news offerings. He believes network television is doing a good job, but that network radio news is only fair to good. He believes local radio is doing a poor to fair job and local TV news a fair job. And the composite member believes that teaching should be his prime concern with either service to the profession or research second.